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Winter Orchid Flowering

ORCHID SWEET PEAS

JUNE 1938 TO JUNE 1939

*UNDIVIDED ATTENTION TO THE HIGHER
DEVELOPMENT OF BETTER SWEET PEAS*

**Seed Direct From Our Ranch
To You**

ESTABLISHED 1926



The Two Mrs. Reddick's

■ These are some peas of the Reddick type cut December 16th, 1937, all threes and fours with 16 to 21 inch stems.

You too can grow such sweet peas with William Zvolanek's sweet pea seed

SPECIALIZING IN
Winter Flowering Sweet Peas
AND OTHER FLOWER SEEDS

WILLIAM ZVOLANEK & CO.

P. O. BOX 142

LOMPOC, CALIFORNIA

A Few Words To Our Trade

Again we take great pride in presenting our new 1938-39 price list. We specialize in sweet peas for exacting growers and constantly improve our strains to meet this demand. Seed stocks are carefully selected and new varieties are started from single plants selected in our trial grounds. These plants must meet every requirement for the florist and grower and every detail of the plant is carefully checked before seed stock is worked up and released to growers. Many of these selections are tried by prominent growers under glass all over the country. These growers send us reports on their behavior in their respective locality and these notes are again checked with our field notes. None are released unless they are outstanding.

This season we are releasing some of the finest sweet peas we ever have developed. We have especially concentrated on extra long stems, vigorous growth, and well set large flowers. It will be impossible for you to get any better sweet peas elsewhere at any price. We have worked on these new strains for the past five years or more and are proud to say they are distinct in every way. They are unsurpassed.

We also wish to call your attention to our prices, which we believe are very reasonable with seeds of highest quality obtainable.

Each season we receive many letters referring to our splendid varieties of sweet peas, which makes us happy to know that our customers are satisfied and that we are doing our part as Early Flowering Sweet Pea Specialists. The following are a few of what growers have to say.

Topeka, Kans.

Dear Sirs:

The Zvol. Cascade is marvelous, some have 18 inch stems, others are very fine also but do not know the names as our grower wanted to plant varieties that are commonly planted, so he did not deem it necessary to label all varieties. Am sending clippings of crepe paper so as to describe the colors more definitely, as these are the ones we sure want next year -- So if it is not too much trouble I wish you could name these so we could place our order. We bought a number of others that our greenhouse man wanted but they are so common and we lose too many -- Our grower said that peas would not bloom and be any good at that time of year. But he has changed his mind and can't understand where we found about such wonderful Sweet Peas.

Yours Truly,

—H

Orange, Calif.

Dear Sirs:

I have just arrived here from my home in the East in preparation to sailing to the Orient August 17th. I am very anxious to take back with me some of your fine sweet pea seeds, so ask if you will send me your latest catalogue at once that I may send you my order and have these seeds in plenty of time. I have been getting these seeds from you for nearly twelve years now and find that they grow prolifically in our part of South China.

Yours Truly,

—MISS F. P. N.

Independence, Mo.

Dear Sirs:

The seed I ordered last month is up fine; I think every seed grew. Thank you so much.

Yours Very Truly,

R. GREENHOUSES

Oakland, Calif.

Gentlemen:

Last year you sent me very fine seeds. I had very fine stems and good flowers. The light pink (Mrs. H. S. Reddick) was very nice, in fact they are all good.

Yours Truly,

—A. M.

Rye, N. Y.

Gentlemen.

Will you kindly make up two orders of the above, as I want to send one of these orders to a friend of mine who is interested in sweet peas, just for the purpose of showing him how good your seeds are.

Yours Very Truly,

—A. A. F.

New Orleans, La.

Dear Sirs:

Last season was my first experience with your seeds and I must say they are all you claim them to be and more.

Sincerely Yours,

—R. J. S.

Newark, Ohio

My Friends.

The sweet peas we planted Aug. 1st commenced blooming about Oct. 25th and we had a fine crop for Xmas. We were the only growers in this section having peas for Xmas. Some growers tried the tiling system underground for irrigation. You know what 100 degrees temperature in September would do to wet roots of sweet peas. Others claim the buds all dropped. I took a tip from one of your letters. If it worked naturally why not in the greenhouse. We retailed peas at Xmas at \$2.50 per hundred. Next planting was Oct. 7th. They are just beginning to bloom (January 18th) 8-36 (Miss Rose Reddick) deep rose on cream base, flowers are very ruffled, different from others and a great deal more vigorous. 23-36 (Zvol. Super-Blue) is the best blue color, same as Hoover, longer stem blue than others.

20-36 (Zvolanek's Navy Blue) is fine Navy and sells well. White Cascade is ahead of any other white to date.

27-36 (Zvol. Golden Dawn) large flowers and a grand color, sort of a metallic sheen on edges. Flowers as large as Colossal Pink and Rose Flare which are the two largest flowers I have. I notice it lasts longer after cutting than a lot of others: I haven't the rose trials all blooming so I can't tell now about those. Just as soon as I can size them up together I will write again. Hoping the new year will bring to you all the things you want most.,

I Am, Yours Truly

—MRS. REDDICK

Note: The above is from a letter of Mrs. H. S. Reddick January 18th, 1937 and reports on some of the trials she kindly tried for us under glass.

Carlsbad, Calif.

Dear Sirs:

Grew under cloth last year and the results were very good as we had the best bloom we have ever had.

Very Truly Yours,

—C. D. J.

—oOo—

■ Our flower fields are in bloom about June 1st and we extend a cordial welcome to all visitors wishing to inspect our flowers. We again thank you for your generous support in past years and hope you will continue planting our seeds. Thanking you, we are

William Zvolanek & Co.

—William Zvolanek

P. S. It would be a favor if not growing items we list to pass our list to your brother growers who may be interested.

Culture Suggestions

Work soil at least 18 inches deep; use liberal amount of well decayed manure. Cow manure is best. Use sprinkling of lime and bone; Soak seed in water for about 24 hours or until swelled up and then plant about 1½ to 2 inches deep in a well firmed soil that is good and moist, but not sticky. (DO NOT SOAK WHITE SEEDED VARIETIES).

In recent years a copper oxide preparation has frequently been dusted on sweet pea seeds to prevent damping off, the same proving very satisfactory. This can be procured at most seed stores under various names. Inoculation of seed is also highly successful.

Peas will not do well in too loose a soil. Plant one inch apart and later thin to about six inches. Do not water until seeds have begun to germinate. After germination has taken place give a good soaking. MOST FAILURES ARE CAUSED BY WATERING BEFORE SEED HAS SPROUTED. If weather is hot use some kind of shading. Protect young plants from birds outdoors. Look for Green Aphids regularly as this insect is the worst enemy. Spraying with nicotine, one part nicotine to 400 parts water with spray gun is best. There are also many other good insecticides which are excellent for the control of Aphids. Give young plants substantial supports in order that they may climb and produce good flowers. Poor flowers with crooked stems are worthless. Liquid manure feeding after they come in bloom will lengthen the flowering period and produce better flowers. Pick all flowers as this also lengthens the flowering period. Always keep the surface earth loose and never allow a crust to form. If grown indoors keep ventilators open to keep the air as dry as possible. A house that is kept damp and sultry will cause too much growth and the sweet peas will not bloom as soon as they should, and then will begin to bloom too high up. Early sweet peas usually bloom from 75 to 100 days after seed is planted.

Conditions of Sale

Send your orders as soon as possible after receiving catalog to insure prompt delivery. Orders are filled the same day as received and we exercise the utmost care in filling orders.

Owing to the handling of other flower seed not raised by us we are compelled to use the seedsman disclaimer.

WILLIAM ZVOLANEK & CO., give no warranty, expressed or implied as to description, quality, productiveness or any other matter of any seeds we sell and we will not be in any way responsible for the crop. If purchaser does not accept seed on these terms they are to be returned immediately and the money paid for same will at once be refunded.

Any questions in regard to growing will be cheerfully answered. In case of shortage or crop failure we will take the liberty of substituting with the best and nearest color. If this is not wanted, mark your order "No Substitute."

Terms

A 6% discount will be allowed on all orders with remittance enclosed and all such orders will be sent post-paid to any part of the postal union, or Canada. Orders not accompanied with remittance, postage will be added and if party is not known will be sent C. O. D., unless other arrangements are made in advance. To insure delivery of foreign orders, postal money order should accompany order with postage added or we cannot be held responsible for delivery. ALL FOREIGN ORDERS MUST BE AT PAR WITH U. S. CURRENCY.

If you wish seed to be sent via airmail allow extra for postage, 1 oz. 12 cents; 4 ozs. 28c; 8 ozs. 56 cents; 1 lb \$1.08. This is on account of the extra packing which makes same over-weight.

Ask for our Special Prices on Lots of 10 lbs or more.

William Zvolanek & Co.

P. O. Box 142

Lompoc, California

PURCHASE OF GOOD RELIABLE SWEET PEA
SEED IS A SOUND INVESTMENT.

Early Sweet Pea Novelties For 1938-39

—oOo—

Sample Packets of any Two Novelties or Any Varieties
of Sweet Pea Seeds in Our List, Your Choice
with Order of \$5.00 or More.

ZVOLANEK'S MISS ROSE REDDICK: A giant brilliant deep rose, cream base, flowers very ruffled, very vigorous growth and extra long stems.

ZVOLANEK'S SPLENDOR: Rich deep rose, white base otherwise same as above, giant sized flowers.

ZVOLANEK'S LONG STEM PINK: Very Brilliant showy clear rose pink, somewhat lighter than Z. Rapture, very thrifty growth and exceedingly long stems. An exceptionally fine variety.

ZVOLANEK'S LADY FAIR: A rich clear rose pink which is difficult to describe, rather a rose overlaid with coral. A rich color and very vigorous growth. Extra long stems.

ZVOLANEK'S IDEAL PINK: Very light clear pink. Does not fade at any time. The color is very clear with no shading of any other color. Giant flowers on long stems. Another fine color for the florist.

ZVOLANEK'S CORAL ROSE: Coral rose much deeper than Lady Fair, but very similar in habit and growth. The color is bordering light salmon. Just the right color, rich and brilliant.

ZVOLANEK'S BREAK O' DAY: Light brilliant salmon which is a beautiful color not generally seen in sweet peas. Very showy either by daylight or under artificial light.

ZVOLANEK'S NAVY BLUE: A new fine Navy Blue of just the right shade and with extra fine long stems and large flowers. A great improvement over all other Navy Blues. Good florist variety.


ZVOLANEK'S FLASH: Giant flashy Lavender. Extra large, flat standards which make a bold large flower. Very sweetly scented and a vigorous grower. The color is somewhat deeper than Harmony and a great deal better.

ZVOLANEK'S RELIANCE: Extra vigorous lighter Lavender with exceedingly long stems. Many flowers come duplexed. The color is very clear and does not fade under strongest sunlight.

ZVOLANEK'S INDIAN GIRL: Giant Orange, deeper than Golden Dawn, very vigorous habit, extra long stems and large flowers.

ZVOLANEK'S WILD FIRE: Long stemmed Bronze Orange suitable for greenhouses, probably would burn outdoors in hot sunshine. A very fine color under partial shade or cloth. Vigorous with long stems and large flowers.

PRICE ON EACH: 1 oz. 50c 4 ozs. \$1.75 1 lb \$6.00

 The above novelties are the long stemmed vigorous types we have been working with the past five years and you will not be disappointed with any of them.

Order directly from us; seed is sent out the same day order is received. Do not accept seed not in our original packages as William Zvolanek & Co., seeds.

REGULAR LIST OF STANDARD VARIETIES SWEET PEA SEED.

EARLY FLOWERING

All the following are the latest improvements and are all extra long stemmed with well set flowers and large. Your selection from this list and from the Novelties for 1938 cannot be duplicated anywhere.

Seed will be ready for shipment about June, 1, 1938.

MRS. WILLIAM ZVOLANEK: (William Zvolanek). Brilliant flesh Pink suffused with Salmon. A deeper shade than the popular Mrs. Reddick. Strong vigorous grower with extremely long stems and nicely spaced flowers. A very beautiful flower with a distinct artistic value. You should not be without it.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S MRS. H. S. REDDICK: (William Zvolanek). This marvelous sweet pea is being grown everywhere today, and is sensational in every way. Color a brilliant flesh pink with a suspicion of salmon in the standards. The stems are extremely long, even the laterals on this variety hold their long stems. The color is very artistic and fits in nearly any floral design. The choicest of all varieties. Buy direct from us in order to avoid any duplication.

PRICE: 1 oz. .35 4 ozs. \$1.00 1 lb \$3.50

ZVOLANEK'S RAPTURE: (William Zvolanek) Exceedingly long stemmed rose pink, the same type of growth and flowers as the popular Mrs. H. S. Reddick. This is one of the longest stemmed rose pinks with thrifty growth and four flowers to the stem. The lower flower usually comes double. Another extra fine variety.

PRICE 1 oz. 50c 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S SUPER BLUE: (William Zvolanek). An exceptionally fine large blue with exceedingly long stems with the same growing habit as the fine variety Mrs. H. S. Reddick. The color is clearest Blue and growth is very vigorous.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb \$6.00

ZVOLANEK'S MORNING GLOW: (William Zvolanek). A fine large Rose Pink with a slight shading of Salmon on the standards. Extra well set flowers on long stems, cream ground.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S COLOSSAL PINK: (William Zvolanek) Not only Colossal but Gigantic. Giant Pink again as large as Zvolanek Pink and the same shade. Thrifty grower, long stems and well spaced fours.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S FAWN PINK: (William Zvolanek) A rich salmon pink exactly the same type as Mrs. Reddick. Giant flowers of semi-duplex type with extremely long stems. The cream ground enlivens the flowers. Also fits into any floral design.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S GOLDEN DAWN: (William Zvolanek) Giant Orange and a grand color with a sort of metallic sheen. Does not fade in strongest sun. Very long stems.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S CASCADE: (William Zvolanek). The finest white seeded White in existence. The color is pure White, extra long stems and has the same vigorous growth and habit of the famous variety Mrs. Reddick. This white is a long way ahead of all other white sweet peas.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S PURE WHITE: (William Zvolanek) The finest pure white (black seeded) we have ever developed. Flowers large on long stems and vines of vigorous growth. The finest black-seeded pure white ever put on the market anywhere.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S ROSE FLARE: (William Zvolanek)
Rich brilliant deep rose on white ground. Giant flowers well placed on extra long stems and of vigorous growth. Extra fine outstanding variety.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

ZVOLANEK'S GIANT VENUS: (William Zvolanek)
A giant white with edges of standards and wings clearly edged with deep pink. Flowers of enormous size, and a vigorous grower. Long stems with three and four flowers.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S SKYLARK: (William Zvolanek) A fine clear light lavender with large flowers and extra long stems. A tall grower. The most popular lavender.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S MONARCH: (William Zvolanek) A darker giant lavender, absolutely the largest lavender on the market. A vigorous grower, with four flowers on a long stem.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S GIANT LILAC: (William Zvolanek)
A giant sized mauve or light lilac. Vigorous grower, long stems with four flowers. An excellent color.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S DUPLEX BARONE: (William Zvolanek) A fine duplex or ruffled brilliant orange with exceedingly long stems; in fact the longest stemmed double we list. Giant flowers with uniformly four flowers. This is a first class florist variety and you will not be disappointed in choosing this variety.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S ORANGE BEAUTY: (William Zvolanek) Extra fine giant fiery orange and very brilliant. A beauty and much admired where-ever seen. A first class florist variety with long stems. Do not overlook this one.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S EMBERS: (William Zvolanek) Salmon orange of large size. A fine color and extra good for mid-winter. Blooms earlier than other varieties planted at the same time. First class for Greenhouses

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S AZURE BLUE: (William Zvolanek)
A fine azure blue, slightly darker than Zvolanek Blue Wonder and very clear. The clearest blue on the market today. About the size of Zvol. Rose, with long stems and three to the stem.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S VIOLET (William Zvolanek) A new shade of violet in Early Sweet Peas. Very strong grower with long stems and well set flowers.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S CRUSADER: (William Zvolanek) A giant sized deep claret, with extra long stems with four flowers

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S ST. NICHOLAS: (William Zvolanek)
Large brilliant Xmas Red which holds its color to the last and does well in the winter months. Extra fine for Christmas. Long stems with four flowers.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S RUBY: (William Zvolanek) Ruby red. Very brilliant color, nothing like it in early flowering sweet peas and extra good for winter. A poor seeder and seed will be scarce. Short crop.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S XMAS GEM: Large pink, and White bi-color.

PRICE: 1 oz. 40c 4 ozs \$1.25 1 lb \$4.00

ZVOLANEK'S DUPLEX ORCHID (William Zvolanek)
A new shade of Orchid Lavender with extra large duplexed flowers. An entirely new shade in sweet peas.

PRICE: 1 oz. 50c 4 ozs. 1.75 1 lb 6.00

Standard Varieties We Carry in Stock

All excellent varieties in the cheaper class and which we also recommend.



ZVOLANEK'S SUPER ROSE: Large Rose Pink.
ZVOL. ROSE FAVORITE: Deeper Rose Pink.
ZVOL. ROSE: Well known Rose Pink.
ZVOL. PINK: Rose Pink.
ZVOL. PINK BEAUTY: Light Rose Pink.
ZVOL. PERFECTION: Deep Rose.
ZVOL. ARISTOCRAT: Deeper Rose.
ZVOL. WHITE ROSE: Well known White.
ZVOL. WHITE CLOUD: Giant White.
ZVOL. WHITE TWIN: Twin White Black Seed.
BURPEE WHITE: White seeded.
ZVOL. ORANGE SUPREME: Fiery Orange.
CHIME: Light Salmon Pink.
ZVOL. NEW ERA: Light Salmon.
ZVOL. TRUE BLUE: Clear Blue.
ZVOL. BLUE SENSATION: Blue.
ZVOL. BLUE WONDER: Deeper Blue.
ZVOL. GIANT NAVY BLUE: Deep Navy Blue.
ZVOL. KANSAS CITY: Xmas Red.
GRENADIER: Poppy Scarlet.
ZVOL. JOSIE: New Rose Pink.
ZVOL. VELVET PINK: Flesh Pink.
BRIDESMAID: Flesh Pink.
ZVOL. INDIGO BLUE: Indigo Blue.
HARMONY: Lavender, well known.
ROYAL LAVENDER: Pale Blue Lavender.
VULCAN: Vivid Scarlet.
RADIANT 13: Improvement on Ball Rose.
BALL ROSE IMP.: Rose, suspicion Salmon.
GLITTERS: Orange Scarlet Orange.
SUNRAY: Orange Salmon.
ZVOL. DUPLEX CREAM: White Seeded.
ZVOL. CALIFORNIA MIXED: Mixed all colors.
ZVOL. PASTEL MIXED: Orange salmon, Salmon-pink and pastel pink shades.
ZVOL. LAVENDER & BLUE MIXED: Lovender and Blue shades.
ZVOLANEK'S PINK MIXED: All Pink Shades mixed.

PRICE ON EACH:

1 oz. 30c 4 ozs. \$1.00 ½ lb \$1.25 1 lb \$2.25

ZVOL. BABY MIXED: Semi Cupid grow about 16 inches high, good for border planting.

PRICE: 1 oz. 50c 4 ozs. \$1.75

For the Grower who can use 12 Colors we are making a Special Offer of any 12 of the above varieties ½ oz. each for \$1.60 Postpaid.



SEED ORDERS ARE SENT OUT THE SAME DAY RECEIVED. SEND DIRECTLY TO US FOR YOUR SEEDS.



SEEDS NOT IN OUR ORIGINAL PACKAGES ARE NOT GROWN BY WILLIAM ZVOLANEK & CO.

WILLIAM ZVOLANEK'S CALIFORNIA BUTTERFLY SWEET PEA

— — — oOo — — —

While these sweet peas are not as large as the Spencers they are a distinctly new type. They grow as tall as the Spencers, but foliage as somewhat heavier. Flowers measure as much as two inches across when well grown, with stems 14 to 16 inches long. Three to four flowers on a stem as a rule. Fragrance is much more pronounced than that of the Spencers. While not the best for commercial purposes, no collection is complete without this new distinct type. Colors in Rose Pink, Black-seeded and White-seeded White, Lavender, Lilac, Navy Blue and mixed colors

PRICE ON EACH OZ. \$1.00

STANDARD DUPLEX- RUFFLED VARIETIES

All Duplex Varieties are Giant Size

NOTE: Duplex-Ruffled sweet peas are so called by the flower being with either double standards or wings or both, giving the flowers a very ruffled appearance. Generally two or three flowers being double, the top flower generally being single. Some flower spikes come all double. Some spikes will also come all four flowers single. When well grown, the largest percentage of spikes will be with double flowers.

All Introduced By William Zvolanek.

ZVOLANEK'S DUPLEX ROSE: Brilliant Deep Rose.

ZVOLANEK'S DUPLEX PINK: Light Rose Pink.

ZVOLANEK'S DUPLEX SONNY BOY: Rose Pink
lemon suffusion.

ZVOLANEK'S DUPLEX SUNSET: Salmon Pink.

ZVOLANEK'S DUPLEX PRINCESS: (Light Salmon).
Pink.

ZVOLANEK'S DUPLEX WHITE: White Seeded.

ZVOLANEK'S DUPLEX WHITE WAVE: Black
Seeded White.

ZVOLANEK'S DUPLEX LAVENDER: Lavender.

ZVOLANEK'S DUPLEX REVELATION: Hoover
Blue.

ZVOLANEK'S DUPLEX BLUE: Blue.

ZVOLANEK'S PALE BLUE: Light Lavender Blue.

ZVOLANEK'S DUPLEX LILAC: Lilac Lavender.

ZVOLANEK'S DUPLEX NAVY BLUE: Navy Blue.

ZVOLANEK'S DUPLEX CLARET: Claret Red.

ZVOLANEK'S DUPLEX CARMELITA: Salmon Rose.

PRICE ON EACH: 1 oz. 40c 4 ozs. \$1.75 1 lb \$4.00

ZVOLANEK'S DUPLEX MIXED:

PRICE: 1 oz. 30c 4 ozs. \$1.00 1 lb \$3.00

LATE SUMMER FLOWERING SWEET PEAS

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Heretofore we have not listed the late summer flowering sweet peas but in recent years we have developed some extra fine new varieties of this summer flowering type and have decided to list them with a few of the better known varieties to fill in the range of colors. These sweet peas will not bloom in the winter months. Please do not order them for winter flowering. They should be planted in December or January, where possible outdoors and they will bloom early in the spring. Or they should be started indoors where it is too cold and transplanted outdoors just as soon as danger of freezing is over.

ZVOLANEK'S LATE BLUE: (William Zvolanek)
Exceptionally fine clear blue with extra heavy long stems and giant flowers. Many spikes will have five flowers on the stems. Flowers semi-duplex.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE WHITE: (William Zvolanek)
Very large double white with long stiff stems and well opened clear flowers. White-seeded.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE ORCHID: (William Zvolanek)
Giant new shade of lavender orchid with well spaced giant flowers that open well and very double.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE RUFFLED PICOTEE: (William Zvolanek)
Large long stemmed white picotee edged The same color as Youth, but very double.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE LAVENDER: (William Zvolanek)
Pure brilliant double lavender. Extra large long stems and giant flowers. Excellent.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE VIOLA: (William Zvolanek)
A new double lilac mauve entirely new in color: flowers slightly smaller but exceedingly long stems and well set with fours and fives.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S PURPLE BEAUTY: (William Zvolanek)
Extra giant double purple that is a beauty with long stems and large flowers.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

ZVOLANEK'S LATE ROSE: (William Zvolanek)
Extra giant rose. The flowers are exceptionally large but the stem slightly shorter, well set with fours.

PRICE: 1 oz. 40c 4 ozs. \$1.25 1 lb \$4.00

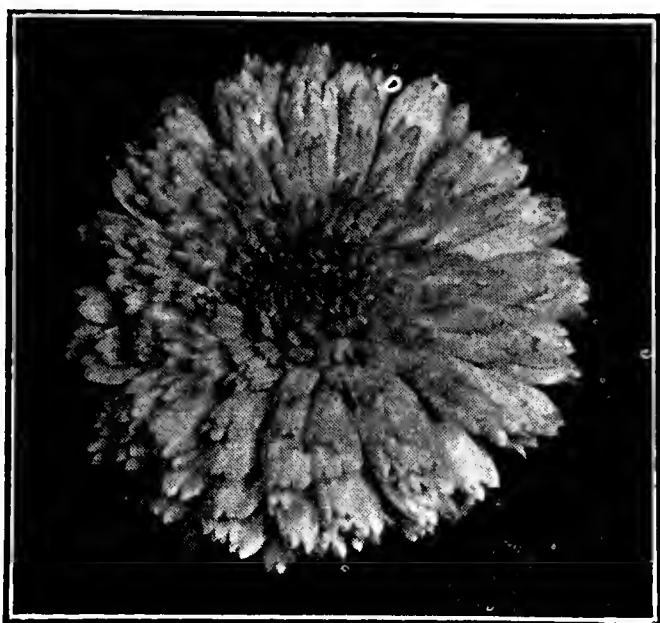
LATE PINKIE: Long stemmed pink.

LATE RUFFLED ROSE: Deep rose.

LATE RUFFLED WHITE: White.

LATE FLUFFY RUFFLES: Light salmon pink.

PRICE ON EACH: 1 oz. 20c 4 ozs. 50c 1 lb \$1.50



NEW WILLIAM ZVOLANEK CALENDULAS

These are a new distinct type with full double centers and are entirely distinct from all other calendulas. The petals are frilled and lacinated. You will not be disappointed with these new sensational calendulas.

ZVOLANEK'S CALENDULA FRILLED BEAUTY: New orange calendula, light center, with frilled and lacinated petals. Full double petals.

PRICE: 1 oz. 60c 4 ozs. \$2.00

ZVOLANEK'S CALENDULA FRILLED SUPREME: New orange calendula, dark center with frilled and lacinated petals. Very full double centers. Very fine.

PRICE: 1 oz. 60c 4 ozs. \$2.00

ZVOLANEK'S CALENDULA FRILLED GOLD: New frilled gold, dark center, with frilled and lacinated petals. Not quite as double as the two above, but distinct.

PRICE: 1 oz. 60c 4 ozs. \$2.00

REGULAR CALENDULAS

CALENDULA GOLDEN SUNSHINE: (William Zvolanek) A new gold color of the popular chrysantha type with extra long stems and loose petals. This new color of gold has a light center and is slightly more petaled but has the same extra long stems.

CALENDULA ORANGE SUNSHINE (Chrysantha). A new color in this type Orange light eye.

CALENDULA SUNSHINE: (Chrysantha) Loose petaled yellow. light center with extra long stems.

PRICES ON EACH: 1 oz. 60c 4 ozs. \$2.00

CALENDULA GOLD SENSATION: (William Zvolanek) Extra large gold color with a rich deep red center. Very attractive and a rich color.

PRICE: 1 oz. 60c 4 ozs. \$2.00

CALENDULA YELLOW SENSATION: (William Zvolanek) Extra large bright yellow, light center and a very fine calendula.

PRICE: 1 oz. 60c 4 ozs. \$2.00

CALENDULA SENSATION: Large orange light eye.

CALENDULA MASTERPIECE: Orange dark eye. Long stem.

CALENDULA SUPREME: Orange dark eye.

CALENDULA BALL ORANGE: Orange light eye.

CALENDULA BALL GOLD: Gold light eye.

PRICE ON EACH 1 oz. 60c 4 ozs. \$2.00

STOCKS

Florists strains with a high percentage of doubles.
Grown for us by specialists.

IMPROVED COLUMN TYPE: (Non branching)

Most of the plants produce one large flower spike therefore can be planted close together. Ball White, Ball Dwarf White, Gloria (dwarf brilliant crimson), Light Blue, Purple, Ruby, Silvery Lilac (beautiful lavender lilac)

Price on Separate Colors: $\frac{1}{4}$ oz. \$1.75 1 oz. \$6.00

Mixed Colors: $\frac{1}{4}$ oz. \$1.75 1 oz. \$6.00



STOCKS

IMPROVED BISMARCKS: Very early branching, Lavender, White Rose, Canary Yellow, Antique Copper (copper red), Golden Rose (light golden rose), Elk's Pride (royal purple), Lilac, Chamois Rose, and Mixed.

Price on Separate Colors: $\frac{1}{4}$ oz. \$1.00 1 oz. \$3.00

NEW GIANT WHITE: (Shasta) Glistening White and very large, extra fine

PRICE: $\frac{1}{4}$ oz. \$1.00 1 oz. \$3.00



GODETIA

Upright single, the best florist strains. When planted close produce flowers in clusters at top.

DUKE OF YORK: (Scarlet on White) The most popular and best seller for florists.

KELVENDON GLORY: (New glowing Salmon Orange)

PURITY: Best Pure White for florists.

SYBIL SHERWOOD: Bright Salmon Pink.

DUCHESS OF ALBANY: Blush White.

PRICE ON EACH: 1 oz. 50c 4 ozs. \$1.75 1 lb \$4.00



AFRICAN MARIGOLDS

NEW GIANT AFRICAN MARIGOLDS SUNSET
GIANT HYBRIDS

PRICE: 1 oz. \$1.00 4 ozs. \$3.00



AFRICAN MARIGOLDS

MARIGOLD TALL AFRICAN: (Fistulosa).

All Double Orange: 1 oz. \$1.00 4 ozs. 3.00

All Double Lemon: 1 oz. \$1.00 4 ozs \$3.00

Orange Prince: 1 oz. 75c 4 ozs. \$2.75

MARIGOLD GUINEA GOLD: Orange loosely ruffled flowers resembling a carnation.

PRICE: 1 oz. 75c 4 ozs. \$2.75

LARKSPUR ANNUAL

LARKSPUR GIANT IMPERIAL OR SPIRE: The finest florist strain, base branching.
Blue Bell (Azure Blue),
Los Angeles Improved (Rose or Salmon),
Blue Spire, White Spire, Lilac Spire, Carmine King,
Exquisite Pink, Gloria (deep rose), Miss California
(deep pink on salmon), Price on separate colors:

PRICE: $\frac{1}{2}$ oz. 30c 1 oz. 65c 4 ozs. \$2.50



COSMOS

COSMOS: New Early. Colossal Flowering.

SENSATION PINK: 1 oz. 75c 4 ozs. \$2.75
SENSATION WHITE: 1 oz. 75c 4 ozs \$2.75
SENSATION MIXED: Price: 1 oz. 50c 4 ozs. \$1.75



SALPIGLOSIS

SALPIGLOSIS: (Painted Tongue) Lily-like flowers growing three feet high. In separate colors of Red and Gold, Rose and Gold, Violet and Gold, White and Gold, Brown and Gold, and Choice Mixed.

Price On Each: $\frac{1}{4}$ oz. 20c $\frac{1}{2}$ oz. 40c 1 oz. 75c



GYSOPHILIA

GYSOPHILIA (Elegans): (Baby's Breath) Paris Market, medium sized white; Convent Garden, large white; Carmine, smaller carmine pink.

Price on Each: 1 oz. ----- 20c



DOUBLE SWEET SCENTED NASTURTiums

Double Nasturtium, Golden Gleam,
Double Nasturtium, Scarlet Gleam
Double Nasturtium, Gleam Hybrids.

Price on Each: 1 oz. 10c 4 ozs. 30c 1 lb 75c



WE ALSO GROW SEED ON CONTRACT IF ORDERS ARE GIVEN IN ADVANCE FOR SEED HOUSES WHO ISSUE CATALOGS. CATALOG MUST BE IN OUR FILES FOR REFERENCE. OUR PLANTINGS WILL BE MADE ACCORDINGLY. YOUR SEED STOCK OR OURS. WE SPECIALIZE IN SWEET PEAS. SEND US LIST OF YOUR REQUIREMENTS.



Photo from H. Imai & Sons, San Fernando, Calif., of William Zvolanek Sweet Peas grown under partial shade. Note how the cloth is strung on two wires, which can be removed entirely if desired. A cloth wall about six feet high also entirely surrounds the entire planting to protect from wind or storm. Heat here often reaches 100 degrees or more. Photo was taken in May, 1937



MR. IMAI WRITES:

William Zvolanek & Co.,
Lompoc, Calif.

DEAR SIRs:

I am enclosing a photograph and negative of a row of Mrs. Reddick sweet peas. It was taken at the height of bloom, during the middle of May. These vines in the photo are approximately 9 feet tall after having been lowered 2 feet to facilitate picking.

Sincerely Yours,

TOM IMAI

—H. IMAI & SONS



Another view showing how partial shading is used

ORDER BLANK

William Zvolanek & Co.

P. O. BOX 142

LOMPOC, CALIF.

Date 193

NAME

ADDRESS

CITY STATE

● Please send the following seeds as soon as possible.

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